comprises bi-directional I/O port and thus can be remotely programmed by personal computer system or network access device."

In the Claims:

Please CANCEL claims 1-20 without prejudice.

Please ADD the following new claims:

21.   (New) A method of retrieving information comprising the steps of:

receiving content comprising a video image;

receiving a keyword embedded in the video image;

searching a network for information relating to the keyword; and

receiving the information relating to the keyword.

22.   (New) A method of claim 21 further comprising the steps of:

displaying the video image; and

displaying the keyword.

23.   (New) A method of claim 21 further comprising the step of displaying the information relating to the keyword.

24.   (New) A method of claim 21 further comprising the step of displaying the keyword embedded in the video image in response to a selection of the video image.

25.   (New) A method of claim 21 wherein the received information relating to the keyword is based upon a user profile.

26.   (New) A method of claim 21 further comprising receiving a code included with the keyword;
        wherein the code assists in the searching of the network for information relating to the keyword.

27.   (New) A method of claim 21 wherein the video image and the keyword are received over a broadcast medium.

28.   (New) A method of claim 21 further comprising the step of displaying the video image.

29.   (New) A method of claim 28 further comprising the step of selecting the video image.

30.   (New) A method of claim 29 further comprising the step displaying the keyword in response to the selecting of the video image.

31.   (New) A method comprising the steps of:
        displaying a video image;
        selecting at least a portion of the video image; and
        displaying a keyword associated with the portion of the video image in response to the selecting of the portion of the video image.

32.   (New) A method of claim 31 further comprising the step of sending the keyword over a network.

33.   (New) A method of claim 32 further comprising the step of receiving over the network information relating to the keyword.

34.   (New) A method of claim 33 further comprising the step of searching a network for information relating to the keyword.

35.   (New) A method of claim 31 wherein the keyword is embedded in the video image.

36.   (New) A method of claim 31 further comprising the steps of:
       sending the keyword over a network; and
       receiving over the network information relating to the keyword;
       wherein the information relating to the keyword is based upon a user profile.

37.   (New) A method comprising the steps of:
       displaying a video image;
       selecting at least a portion of the video image; and
       sending over a network a keyword associated with the portion of the video image in response to the selecting of the portion of the video image.

38.   (New) A method of claim 37 wherein the keyword includes a code.

39. (New) A method of claim 37 further comprising the step of displaying the keyword associated with the portion of the video image in response to the selecting of the portion of the video image.

40. (New) A method of claim 39 wherein the keyword is embedded in the video image.

41. (New) A method of claim 37 further comprising the step of receiving over the network information relating to the keyword.

42. (New) A method of claim 41 wherein the information relating to the keyword is based upon a user profile.

43. (New) A method of claim 37 wherein the keyword is embedded in the video image.

44. (New) A method of claim 37 further comprising the step of searching a network for information relating to the keyword.

45. (New) A method of retrieving information comprising the steps of:
    receiving content comprising a video image;
    receiving a keyword associated with the video image;
    receiving a code relating to the keyword; and
    receiving information relating to the keyword and the code.

46. (New) A method of claim 45 further comprising the step of